UNDERSTANDING TOTAL DISTRIBUTION POINTS (TDP)

TDP stands for Total Distribution Points (also known as Cumulative Distribution Points, CDP). TDPs account for both the number of items sold (depth) as well as the weighted number of stores selling those items (breadth):

\[
\text{TDP} = \text{NUMBER OF ITEMS SOLD} \quad \& \quad \text{WEIGHTED NUMBER OF STORES SELLING THOSE ITEMS}
\]

TDPs are calculated by adding the %ACV or Weighted Distribution of each individual item, regardless of retail shelf space. Depending on the client and/or country, either %ACV or Weighted Distribution is used as the primary distribution measure.

- TDPs are reported/calculated using the lowest period granularity available.

%ACV and Weighted Distribution only tells us the breadth of distribution. TDPs factor in the depth of the distribution to show a more complete picture.

In the example, TDPs show that while Brand A and Brand B are both sold in >81% of the stores, Brand A has more items available in each of the stores.

**Important** - Pre-aggregated data or disaggregated data* have different additive rules:

<table>
<thead>
<tr>
<th>Dimension</th>
<th>US</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market</td>
<td>Dis-Agg: Recalculates from store/week/UPC detail Pre-Agg: Non-Additive</td>
<td>Non-Additive</td>
</tr>
<tr>
<td>Product</td>
<td>Sum</td>
<td>Sum</td>
</tr>
<tr>
<td>Period</td>
<td>Average</td>
<td>Sum</td>
</tr>
</tbody>
</table>

*Not sure if you have pre-aggregated or disaggregated data? Ask your Nielsen Client Services representative.

TDP & %ACV or WTD DISTRIBUTION

%ACV and Weighted Distribution only tells us the breadth of distribution. TDPs factor in the depth of the distribution to show a more complete picture.

In the example, TDPs show that while Brand A and Brand B are both sold in >81% of the stores, Brand A has more items available in each of the stores.

**WHICH BRAND HAS THE BEST AVAILABILITY?**

<table>
<thead>
<tr>
<th>BRAND</th>
<th>WTD DISTRIBUTION*</th>
<th>TDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIRCLE BRAND</td>
<td>83%</td>
<td>184</td>
</tr>
<tr>
<td>COMPETITOR A BRAND</td>
<td>82%</td>
<td>350</td>
</tr>
<tr>
<td>COMPETITOR B BRAND</td>
<td>81%</td>
<td>200</td>
</tr>
</tbody>
</table>

**Competitor A** has more items in each of the stores, which gives it the best availability.

* %ACV for some clients
TDP BUSINESS APPLICATION

ANALYSIS EXAMPLE 1: WHY IS MY VOLUME DOWN WHEN %ACV OR WEIGHTED DISTRIBUTION IS UNCHANGED?

Cola Co temporarily recalled two items in June.
Stores removed the items – and never brought them back.

TDPs provide an explanation when %ACV or Weighted Distribution alone could not.

ANALYSIS EXAMPLE 2: DOES MY ITEM HAVE ITS FAIR SHARE OF DISTRIBUTION?

Comparing TDP share to volume share can highlight which brands to target or defend against for shelf space.

ANALYSIS EXAMPLE 3: DID NEW ITEMS ADD TO A BRAND OR ARE THEY BEING SWAPPED OUT?

Cherry was introduced as a new flavor in June and became available quickly.

But retailers swapped out the strawberry flavor with cherry.